COMMODORE 264 FEATURES BUILT-IN SOFTWARE

PLUS OVER 30 PROGRAMS ON CARTRIDGE/DISK

Commodore has taken the most popular applications in personal computing and is offering them as BUILT-IN software options on its new COMMODORE 264 personal computer.

At least four separate models of the COMMODORE 264 will be offered when the computer goes on sale in April, each with a different built-in software package. Although Commodore has not yet announced specific titles, built-in applications will focus on personal productivity, according to Sig Hartmann, president of Commodore Software.

Commodore also plans to have over 30 Commodore software products available on cartridge, disk and tape when the COMMODORE 264 goes on sale in April.

"The key area we're emphasizing in software for the COMMODORE 264 is productivity, which covers such areas as home management, calculation, business accounting and education. We believe we are in a 'Decade of Productivity' and home computers like the COMMODORE 264 are going to make an important contribution by helping us to get more things done, more things learned and more things enjoyed in a less time than ever before -- without sacrificing quality or efficiency.

"The COMMODORE 264 is the first computer which offers a selection of productivity software built right into the machine. In other words, by choosing a COMMODORE 264 with a particular software package built in, you can tailor the computer to your own needs. If you use your computer to do mostly wordprocessing, you can buy the COMMODORE 264 with a professional wordprocessor built in. If you need financial calculation, you can have a built-in electronic spreadsheet...plus...you can use standard software on cartridge, disk or tape.

All software programs built into the COMMODORE 264 will also be available on plug-in cartridge, Hartmann explained. For example, someone who buys a COMMODORE 264 with a built-in wordprocessor can buy an electronic spreadsheet on cartridge, or vice versa. Most of the software for the COMMODORE 264 will also be available on cartridge for the COMMODORE 64.

Commodore is putting more "software on silicon" than any other company, Hartmann explained. This means putting software on ROM chips, which Commodore designs and manufactures. Commodore is the only personal computer company which manufactures its own ROM chips. The cost savings which come from being vertically integrated - in other words making computer chips as well as computers - means Commodore can build large software programs into the computer and also put more software on plug-in cartridges.

"We're definitely putting more software on cartridge because cartridge programs give the user more workspace inside the computer and are convenient to use, and because Commodore can manufacture cartridge software at consumer prices," Hartmann said.